

Food Retail Industry in Mexico – PEST Framework Analysis

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Abstracts

Though the Mexican food retail industry went into a decline following the economic recession of 2008-2009, the market bounced back after 2012 and has been posting good growth since then. Supermarkets and department stores in Mexico continue to provide exporters worldwide with the best points-of-sale.

Traditional retail stores ('mom and pop' stores) are a large market segment, but are not yet a viable option for imported products. Traditional retail stores serve a large number of Mexican consumers but offer less potential for selling imported products. Similarly, outdoor markets (tianguis) sell few import products, except for nuts and deciduous fruits.

Aruvian Research analyzes the Food Retail Industry in Mexico in a PEST Framework Analysis. The report analyzes the Political, Economic, Social and Technological issues that could affect the strategic development of the food retail industry in Mexico.

Apart from the PEST Framework analysis, the report also includes a brief analysis of the food retail industry in Mexico.

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